COMPUTERWORLD IS LAUNCHED

First Newspaper For The Full Computer Community

New Language Competes With COBOL, RPG

ADS's ADPAC Offered by STAT-TAB

A new computer language which competes with COBOL and RPG and which can presently operate on IBM 1400 & 360 systems, and on Honeywell's Series 200 has been announced by Statistical Tabulating of Chicago & Applied Data Systems of California. (Not to be confused with Applied Data Research.) The new language, called ADPAC, is claimed to take less time to write, and less time to compile than either of the better known systems.

Details are given of the comparative running times of ADPAC in test cases, which show that in appropriate instances considerable time saving can be made. (See chart)

The exact type of programs which most benefit by this improvement have not yet been clearly delineated, but work is proceeding.

As any real improvement in the programming productivity area must be considered to be important for all its readers COMPUTERWORLD is preparing a special report on ADPAC which will appear in our next issue. This report will try to outline just what ADPAC is, how it differs from previous non-standard languages — such as ICT's RAPIDWRITE — and who can benefit from its use.

CHART OF PUBLISHED TEST TIMES

	ADPAC	360/30 COBOL	1400 COBOL
No. of Statements:	172	665	665
Core Usage:	11.5K	13.6K	?
Compile Time:	27 secs.	38 secs.	Over 1 hour

Honeywell, Univac Swap Lawsuits As ENIAC Patent Case Escalates

While Univac was filing its expected patent-infringement suit against Honeywell (based on the 1964 ENIAC patent) Honeywell, in a surprise move, charged Univac with anti-trust violations. Triple damages were claimed from Univac — and indications are that these could amount to about $60 million.

As well as the more or less standard patent case claims (that the inventions were not made by Eckert & Mauchley; that the 1947 filing was too late to protect the inventions if any, etc.) Honeywell claimed that the ENIAC patent had been fraudulently obtained, and that Univac had given preferential treatment to an unnamed competitive computer manufacturer — obviously referring to the giant IBM Corporation. This claim is presumably based on the cross licencing agreements between Univac and IBM announced in 1965, which was then described by Sperry Rand Corporation as 'settling all outstanding patent differences between the two corporations.''

While the battle between the giants continues, computer users — whether they use IBM, Univac or Honeywell equipment — can practically ignore the matter. The amounts involved, while substantial, cannot be expected to change any computer prices structures which at present are based on what the market can bear rather than on any strict actuarial basis.

EDP Executive Openings To Continue To Rise Despite Turn Down In General Executive Demand

The employment trends within the computer industry continue to show a large, unsatisfied demand at all areas in opposition to the general letdown in executive demands over the past four months. There is a growing acceptance that the rate structure of 1966 is simply not attractive enough to keep the positions filled. In conjunction with this, a newly noted characteristic, according to the Association of Executive Recruiting Consultants, was the rising frequency of calls for a relatively new type of general executive — one who bears the title like 'vice-president in charge of long range planning'. While the Association did not make the point in its bulletins, such positions are often filled by people with computer background — which is natural in view of the emergence of the computer as a management tool. They will therefore constitute just one further 'brain drain' from the industry which will be reckoned with.

At lower levels demands for programmers, systems analysts and data processing managers continued very heavy, with emphasis being put on those people who have 360 experience.

The increasing flow of the systems into the market, together with the problems involved in implementation (which appear to have been drastically under-estimated by most firms) are holding the demands at levels so that almost ridiculous expenses are being involved in recruiting. For instance today, if you go to New York you can get an interview with a Los Angeles bank officer trying to entice you into his computer room — while a Wall Street Bank official is sitting in his Santa Monica motel planning to entice you to New York.

IBM SERVICEMEN, DEPENDENTS WITHDRAWN FROM WAR ZONE

IBM has announced the withdrawal of foreign national servicemen and dependents from war zone areas in the Middle East.

The major offices concerned, Beirut and Cairo, both have a number of foreign nationals on their staffs; and there has been considerable mob rioting during the past week. However, no casualties to IBMers have been reported, and the withdrawal has proceeded according to plan.

Tax Relief For EDP Training

New regulations issued this month by the IRS make all training expenses involved in obtaining a better job in the computer line now tax-deductible—provided that your present work is with computers. Books, society subscriptions, training courses, convention attendance, even your subscription to COMPUTERWORLD are covered; and the amount involved can be quite substantial as training courses, which can cost up to $1,700 per student, become more and more popular as the need for constant updating of skills becomes evident.

First Issue Next Week Weekly in September

Readership Target 300,000

Computer Related Professionals

CAMBRIDGE, Mass, June 12 — COMPUTERWORLD, the first weekly newspaper for the computer community, was launched here today.

The objective of COMPUTERWORLD, according to Alan Taylor, editor of the new publication, is to supply the over 300,000 people in the computer community with a responsive, responsible publication covering pertinent news, career-oriented features, and application news.

At the same time Alan Taylor commented that the growth of the computer community during the past ten years has been breathtaking. Ten years ago there were only 10,000 people in the community. Today there are over 300,000, with over 25% growth in the number of new people entering the field each year. The value of the computers installed has mushroomed from $1 billion just a decade ago to $17-18 billion by the end of this year.

Circulation Basis

The circulation of COMPUTERWORLD will be founded on the unique computer community census files (See cover photo) developed by the International Data Corp., Newton, Mass., a leading EDP consulting firm. These files identify and describe in-depth computer installation centers in the United States which employ over 90% of the value of installed computers. The IDC census files were developed through over three years of intensive market research. The files are updated each six months, providing COMPUTERWORLD advertisers with an accurate measure of their coverage of the market.

Initial regular publication of COMPUTERWORLD will start on June 21st, for the DPMA meeting in Boston. The second issue will appear on July 26th, and the third, for the ACM meeting in Washington on August 30th. Regular weekly publication will start on September 6th.

Need For New Publication

Publisher Patrick McGovern pointed out that today people in the computer community are being frustrated in their desire to keep up-to-date with events in their field. On the one hand, they receive free, or nominally priced monthly magazines which deliver news between four to six weeks after the preparation date. On the other hand, newsletters of limited scope are available only at expensive subscription fees. COMPUTERWORLD is designed to be first with news, first with pertinent interpretation, and first to offer a news publication at a price which will appeal to the broad spectrum of people in the computer community.

Pat McGovern also mentioned that the weekly newsletters lack graphic appeal — pictures, charts, etc. COMPUTERWORLD will be delivered with newsletter currency, yet with magazine graphics. Art Manager Steve Wholey said that the front cover of COMPUTERWORLD, with its full cover picture presentation, will enable the editors to feature in an attractive and pertinent fashion the lead story for each issue.

Common Editorial Interest

According to Fred Anderson, associate editor of the paper, the computer community is a very real thing to those people who have become in any way associated with computers. Regardless of whether the computer is involved in the areas of business, science, construction or consulting, there is a common discipline in approaching the analysis of the problem, and a common need to be alert and aware of the developments of the industry — programming languages, standardization, career opportunities, new application developments, equipment news, etc.

In addition, mobility of the computer community makes its members desire coverage of industry news on a national basis. While they may be in Oklahoma City today, tomorrow may well see them in White Plains.

Education Editor Nancy Rogers remarked that the most critical need in the computer community is trained personnel. COMPUTERWORLD will make a definite contribution to the growth of the field by emphasizing education opportunities within the field and by providing regular columns on career developments, job opportunities, salary levels, selling ideas to management, and general personal development.

Timely Readership

Mike Manugian, Advertising Manager, said that COMPUTERWORLD will deliver a broad spectrum of the computer community on a timely basis. Its closing date for advertisements is only 48 hours before the issue reaches the reader's desk — an unprecedented means for fast dissemination for commercial announcements.

Further details of the computer installation data files, which are the basis of the initial circulation of COMPUTERWORLD are on Page 5.

COMPUTERWORLD will specialize in:

☆ *NEWS ITEMS* .... while they are still news!

☆ *INTERPRETATION* .... not just rehashed news releases!

☆ *PEOPLE ORIENTATION* .... **COMPUTERWORLD** will bring out the personal aspect of events and situations. The computer community IS made up of people after all!

☆ *FEATURES FOR ON-THE-JOB USE* .... Practical aspects of doing the job better will be discussed — in a lively style highlighting solid advice.

☆ *PRACTICAL BUSINESS IDEAS* .... Details of how to obtain better recognition from management — how to sell one's ideas — or software — or computer time.

☆ *KNOW-HOW FOR ON-THE-JOB USE* .. Problems which affect everyone will be placed within the computer community's context — income tax — relocation problems — even moon-lighting will be regularly examined.

☆ *OPINIONS — CLEAR-CUT OPINIONS* .... **COMPUTERWORLD** will have clear-cut opinions based on solid technical evaluations. These will be simple, straightforward open-to-argument opinions . . . AND WE WILL PRINT CONTRARY OPINIONS ALSO.

In short ... **COMPUTERWORLD WILL SPECIALIZE IN BEING INTERESTING ... AND INFORMATIVE TO THE COMPUTER COMMUNITY — ALL OF IT**

Regular Items Will Include:

USER'S GROUP COVERAGE .... details of the news about each computer family will be placed into special areas; with their special problems, and special oportunities brought out and discussed. (See GE GET-TOGETHER on Page 4)

MEASURE FOR MEASURE .... a special background article on broad application the various performance criteria presently being used by the community — such as the COBOL Performance Estimates issued by IBM; Magnetic Tape drop-out claims made by tape manufacturers, etc.

CONFERENCE BACK-DROP .... a special background article on whole application areas such as information retreival, banking, privacy problems, etc., which will run two or three weeks before the main conference. This will discuss the problems, achievements and opportunities in the field and encourage people to attend the conference or at least take an interest in the field.

CONFERENCE ON-STAGE .... a special coverage of the previous week's conference, bringing out the new and exciting developments for those who were not present. This coverage will complement the Conference Back-Drop features.

PERSONAL PAGES .... small articles and replies to reader's letters about personal problems on or off the job. This area will include career advice, some coverage of Wall Street, and other financial matters with emphasis on tax problems, training costs, etc.

"SOME QUESTIONS...

...and COMPUTERWORLD'S ANSWERS

Question: Suppose you do get the readership you are look for — how can we know that they are a valuable audience for our advertisements?

Answer: Because they tell us that they are getting most of their information from trade publications . . . indeed more data processing managers listed their prime source of information as being trade publications than gave all the other sources **PUT TOGETHER.**

Question: How do you know that your paper will be liked?

Answer: BECAUSE OUR FUTURE READERS TOLD US!

In the same study quoted above the three top interests of Data Processing Managers turned out to be — in order

NEWS items — right at the top of the lists

APPLICATION Information — a very general interest

JOB PROSPECTS — people like to know what is going on around them.

Question: Did you also ask them what they did **NOT** want in your paper?

Answer: YES — and many of their comments were unprintable!

They do not want:

Undigested News Releases

Planted articles

Near-monopoly level coverage of IBM

Self-serving 'Position Changes' from manufacturers

. . . and **COMPUTERWORLD** will not give them such items!

Question: When are you publishing — and where is your rate card?

Answer: Three special issues are being published this summer:—

June 21 for the DPMA show in Boston
July 26th for continuity of coverage
August 30th for the ACM show in Washington

and then weekly from September 6th. Rate Card details are on the back page of this issue (based on a guaranteed 15,000 circulation).

24 Column Inches

Min. No of Insertions	Cost Per Ad
52..	$ 202.00
39..	205.00
26..	211.00
13..	221.00
6..	279.00
1..	336.00

GE Get Together

Permanent New Style for Users Meetings?

The May Joint Meeting of the 200, 400, and 600 Users Group in Phoenix has been held to be a considerable success by the majority of those participating, and investigations are under way to see if this type of meeting should be held in preference to the separate meetings which previously were standard.

As well as the favorable comments quoted in last weeks COMPUTERWORLD company reviews suggest that both economy and efficiency can be gained by repeating the process. At particularly vital point the company feels is that this way the user groups tend to form a

single force when negotiating with the corporation, rather than each of them trying to obtain special privileges.

The new presidents of the users groups, who were elected during the meeting, feel that they still check further into the of the joint venture. users contacted WORLD were in their er firn only that co m m

Company Briefs

● Corporate Shake-up moves Sharing Operation to New The successful Time-Sharing gram which has been ope out of Phoenix, Philadelphia New York has now bee formed.

● Vacancies continue strong areas. GE offices continue most types of computer p nel. For details see Adve Section, or write to Phoen

● $32 million more invested in French company. GE h creased its participation Bull to 70%, with a furth vestment of $32 Bull rights to buy back up t interest within the nex years.

'TUTOR' Added to Time-Sharing Service

Good First-Level Indoctrination

The Ford Corporation's copyrighted program Tutor has been added to the GE commercial time-sharing operation currently available from different centers in the U.S.A. The system is designed to initiate non-computer trained people into the computer age effectively, so that as GE says 'They can remain competitive with new employees'. From the description given it is clear that the system is not suitable to training people who are familiar with computer programming, as it involves working through a number of question and answer tutorial which average programmer.

would quickly become boring to the

No additional equipment is necessary to use the program, simply the standard teletype required for contaction to the service center.

Tax Benefits for EDP People

To get full benefit from the regulation, you should keep a close account of the expenses involved (don't forget travelling, additional food expenses, etc.) AND obtain statements showing that the training is helping you obtain a better job within your present profession. Then, next April 15th simply claim the expenses, and file the supporting evidence away in case you are asked for it.

Asking price.

The new rules came as a pleasant surprise because IRS had previously proposed to modify the rules so that only expenses involved in retaining your present position were deductible. This was very awkward, because it practically meant that before expenses were clearly deductible, an employee had to ask his boss to threaten to sack him if he didn't take the course. These proposals came under severe fire from a number of areas (although not from any organized part of the computer world.)

taxable are expenses involved ring a new trade or profes-

d for burst & unstock items. 36 e levels. Load bottom. Top terchangeable. upright or ble nylon cal time. kits & ur

COMPUTERWOR

ON YOUR CALENDER

What Price the CDP Now?
Are Qualifications Worth While?

COURSE— Course ing an Fla. Sp tion S M. K Servic Tay

Programmers and analysts in EDP are constantly being bombarded with offerings from many fields. Private companies want to teach them languages (at $900 a fort courses in Contin Elements of Princi

To get the answers COMPUTER WORLD went to representative courses — talked to the Data Processing Management Association, the Association of Computer Machinery, the American Management Association; principals of various training schools, and personnel officers of large and small firms. Their opinions differed — as you would expect. But the whole the conclusion ap be that **training is worth** the industry . . . are eager! jumps within no means nsurance. used by sual

good people.
Training however had little or no advantage over on-the-job experience when it came to simply getting salary rises and straight-line promotion within the same over-all area of expertise.

As one Personnel Manager put it — "We have such a shortage of people we'll give a job to anyone who is minimally qualified — either by theory or practice. Theory AND practice is a luxury we simply can't afford!"

What, then should a person in the industry do? Is there any way in which he can optimise his own position? How should he use the facilities that are available?

The best advice is summarized in Figure 1. This shows, in summary, how to go about deciding whether training will really help you — and what you should be ready to do with the training when you have got it.

To illustrate, suppose that you have no formal EDP training outside a few IBM courses; have worked on a 1440 and a 2 disk 360/20, and are presently in a hosiery firm in Kansas City. You're happily married, with two children of pre-school age, and your salary raises averaging 15% per annum from the firm presently brings you to $12,000. You are a senior programmer, and have been thinking that it would be nice to become the DP manager so that you can cut some of the red tape — and

get the computer room operating properly.

What should you do about training? Formal training — or on-the-job?

Well — the concensus of the experts appears to be that your decision not work branches first on whether you can get on-the-job training in your firm — if not — whether you can get formal training that is compatible with your present locality and job. If neither of these are present, then you should either give up your ambitions — persuade your employers to change their ways — or change your job!

There's nothing magic about the chart of course — but it does help to bring up some of the relevant questions. Training — particularly for people continuing in their present specialities, or for people who are physically isolated from off-the-job training facilities, is a problem.

The effects of lack of training are presently being masked by the overall strong employment situation, but whether this will continue is not certain. Even so — even if it does continue, it is not obvious that a complete career can risk being built up and up without firm foundation. Training may be only an insurance — but it certainly is a very desirable one!

(For details as to how training fees can be somewhat softened . . . see 'Computer People keep training allowances' . . . on this page. Ed.)

> This is part of a 'Personal Page' where readers can find points which will help them improve their lot — and where advertisers can find readers with the initiative to improve their lot!

— Job Opportunities

SENIOR ANALYST-PROGRAMMER

This post requires a logical and enquiring mind and sound experience of systems design and implementation, preferably on a magnetic-tape computer. The successful applicant will be responsible to the Computer Manager for the detailed design and programming of the new systems. A commencing salary in the region of $12,000 is anticipated. Ideal candidates will be aged 30-40 and 25-35 respectively and preferably possess a degree or professional qualification.

Replies, giving details of qualifications and experience, should be sent in confidence to:

BOX 1717 COMPUTERWORLD
THE UNIVERSITY OF WARWICK

SECRETARY

Applications are invited for the post of SECRETARY in the Computer Unit. The function of the Unit will be to provide a computing service for the whole University.

A leading company in the Northeast has installed an advanced real-time system. To deal efficiently with a growing number of projects the existing team urgently needs one further first-class man for the post of

SENIOR SYSTEMS DESIGNER
Initial Salary Not Less Than $18,000

Candidates, preferably graduates, should have computer experience in depth, with a period of programming followed by at least three years' creative and practical systems work. If the latter ha involved mass storage or communications systems, so much the better, but what is wanted most is a man of the highest calibre. There will be opportunities for advancement in line management and on the technical side.
Please write stating experience, education and present salary to
Box 1719 COMPUTERWORLD.

Write, with Resume, to
COMPUTERWORLD, Box 1740

COMPUTER ENGINEER

required by Computer Installation. Duties to include starting computer on request, running engineer's standard test programs and diagnosing faults, repairing faulty packages and replacing them when necessary, some maintenance of peripherals in due course. Should have experience in digital techniques, preferably in association with a computer. The successful candidate will be trained.
Assistance with house purchase, generous removal and disturbance allowances available.

Applicants must have had at least three years' practical programming experience with a minimum of one year on software development.

ABC RESEARCH CO THE COMPUTER LABORA

OPERATIONS SHIFT LEADER

There are vacancies at the Laboratory for Computer Operations Shift Leaders.

This Laboratory provides a service to Universities and deal with a wide range of computer work for research workers in many different fields; e.g. physics, chemistry, biology and engineering.

Shift Leaders are responsible for teams of 7 operators and the work involves a variety of jobs. The operating system is sophisticated and versatile, dealing with a wide range of peripherals and a large number of complier languages. Shift Leaders come into contact with many users and are frequently called upon for advice.

Applicants should have previous experience of operating a large computer and of the selection, training and supervision of staff. Programming experience is not essential but would be considered a real advantage.

ANALYST/PROGRAMMER

A manufacturing and marketing organization with head office in ABCD plan to install a third-generation magnetic-tape computer in 1968. Applications are invited for the following posts:

COMPUTER MANAGER

This is a senior appointment and requires a man of initiative with considerable E.D.P. experience and the ability to convince management and staff. He will be expected to work in conjunction with heads of departments in planning new procedure covering commercial and statistical applications. Commencing salary will depend on qualifications and experience, but will appeal to men already earning up to $15,000.

UNIVERSITY OF BUNTER
SENIOR COMPUTER PROGRAMMERS
required

(a) in the **COMPUTER LABORATORY** To work on the development of advanced operating systems and multi-access interactive software systems, to work in (and to co-ordinate) the Programmers' consulting service, and to develop very large scientific programs (mostly in FORTRAN).
and (b) in the
DATA PROCESSING OFFICE
To assist in the development of computerized accounting routines, to work on the development of an integrated staff and student record system, and to develop routines in University Administration.

ABRA CORPORATION
DATA PROCESSING CENTER
SENIOR PROGRAMMERS

SENIOR PROGRAMMERS

Commencing salaries on scales within the range $10-12,000 per annum.

We are seeking experienced Programmers to join their existing data processing team currently engaged on a wide range of commercial applications to be processed on a large computer. The configuration will include magnetic tapes and discs, mass random access storage, an optical character reader and on-line teleprocessing equipment.

Applicants must have had at least three years' practical programming experience with a minimum of one year on software development.

Some more questions and answers...

WHAT IS THE INITIAL CIRCULATION OF COMPUTERWORLD?

The initial circulation of Computerworld will be based on the results of definitive market studies of the computer industry during the past three and one-half years by the International Data Corporation, a leading EDP consulting firm. This firm has compiled and maintained a computer installation data file which identifies in detail the vast majority of computer installations in the United States. In addition, the firm compiles and maintains detailed directories of the computer industry . . . manufacturers, service organizations, software houses, leasing firms, educational institutions, etc. The initial circulation of Computerworld will include copies to 12,000 of the 14,500 computer centers in the United States, and 3000 copies to leading firms in the computer manufacturing and service industries.

WILL SUBSCRIPTIONS TO COMPUTERWORLD BE FREE OR PAID?

The first three issues of Computerworld will be circulated to a minimum of 15,000 professionals at data processing installation sites, and computer industry firms. On the fourth and succeeding issues all circulation will be based paid subscriptions at a base rate of $9 per year. However in all cases a minimum guaranteed circulation of 15,000 is provided to the advertiser.

WHAT DO THE READERS OF COMPUTERWORLD BUY?

The circulation of COMPUTERWORLD covers the entire computer community. The elements of this community include the equipment users as well as the equipment manufacturers and service firms. These people purchase or lease the following items:

Computer Systems	Computer Subsystems
Peripheral Equipment	Data System Components
Data Terminals	Software
Magnetic Tapes	Memory Systems
Punched Cards	Data Center Environment Equipment
Paper Tape	Computer Time
Continuous Forms	DP Furniture and Files
Leasing Services	

WHO IS ON THE STAFF OF COMPUTERWORLD?

Publisher: Patrick J. McGovern. Nine years experience in the computer field. Associate Publisher of **Computers and Automation Magazine** for five years. Editor and Publisher of the **EDP Industry and Market Report** since its founding in 1964.

Editor: Alan Taylor. 12 years experience in the computer field; Associate Editor of the **Auerbach Standard EDP Reports,** for three years, and various positions with computer users and manufacturers, including Elliott Automation Ltd., Sperry Rand UNIVAC, and Honeywell EDP.

Associate Editor: Fred Anderson. Recently Market Research Associate with International Data Corporation, Newtonville, Mass. Graduate of Boston University (cum laude) in Journalism. Member of Kappa Tau Alpha. Since 1966 a Research Assistant with International Data Corporation, Newtonville, Mass.

Assistant Editor: Mike Manugian. Mathematics graduate of Massachusetts Institute of Technology; also prominent in the musical life of MIT, as witness his present position there as President of the Glee Club.

Production Manager: Ann Babel. Late Associate Editor of the Orange Enterprise & Journal, Orange, Mass., and a graduate of Plattsburg State University, Plattsburg, N.Y.

WHAT ARE THE JOB TITLES OF PEOPLE WHO WILL BE READING COMPUTERWORLD?

Typical job titles of readers in the computer community are:

Manager—Data Processing	General Manager
Director of Programming	Data Systems Engineer
Head of Systems Analysis	Applications Engineer
Mgr. of Systems & Procedures	Director of Product Planning
Senior Programmer	Hd. of Systems Evaluation
Systems Analyst	Mgr. of Engineering
Applications Programmer	Vice President — Systems
Systems Programmer	Professor
Controller	Computer Center Director
Consultant	

WHO SHOULD ADVERTISE IN COMPUTERWORLD?

The following firms can benefit from advertising in **COMPUTER-**

★ **A firm manufacturing or supplying:** Computer systems, peripheral equipment, data communications equipment, data processing supplies such as business forms, cards, magnetic tape, etc., data center environment equipment which use air conditioning, raised flooring, etc.

★ **Firms who supply the following services:** Education courses and seminars, books and other publications, programming and software, data processing services, computer-time sales, employment services.

★ **Current or prospective users and manufacturers who need the following personnel:** Computer Center Managers, Systems analysts, programmers, computer operators, and related computer personnel.

...and a few of the basic facts you need

PUBLISHING & CLOSING DATES

Starting August 28, 1967, published every Wednesday throughout the year, extra editions published as industry events warrant.
Vol. 1, No. 1 published on Wednesday, June 21. Vol. 1, No. 2 published on Wednesday, July 26. Vol. 1, No. 3 published on Wednesday, August 30.
Advertising forms close (and no cancellations accepted after) Noon, in Cambridge, on Monday Noon preceding publication date. When holidays fall on Monday, all deadlines advance 24 hours. Where copy is to be set by **COMPUTERWORLD** and proofs are required, deadline is the Thursday preceding the publication date. Revised or corrected proofs must be received by Monday Noon.

MECHANICAL REQUIREMENTS

Printing Process: Web Offset; Paper Stock: 50 lb. Coated.
Halftones: Up to 110-120 screen.

For ROP color ads, if engraver's proofs or scotchprints are supplied, each plate must be proofed in black, in addition to one full-color proof.
Excessive stripping and benday screening charges will be billed at cost.
Publication will set type styles available without charge.
All ad material will be destroyed six months after last insertion date unless written instructions are received detailing disposition.

Recommended for best reproduction:

Recommended	Also acceptable:
• Litho-film positives or negatives	• Engraver's proofs • Brightypes.
• Original artwork and mechanicals, including typography repro proofs, photographs and unscreened illustrations.	• Velox prints (100 screen combination).
• Scotchprints.	• Tearsheets from other publications, but **COMPUTERWORLD** assumes no responsibility for quality of reproduction.

CONTRACT REGULATIONS

Advertiser may, during the life of the contract, use additional space at same rate and upon same terms and conditions. Advertiser has the right to earn a better rate, subject to the rate schedule during a period of one year from the date the contract is effective, and refunds earned will be paid at the end of the contract.
Rates incorrectly stated on insertion orders are assumed to be clerical errors and charges will be made at card rates.
Publisher reserves the right to cancel any contract on which the first insertion is not made within 30 days from date of contract.
Advertisers agree to pay all bills on or before the 10th of the month following date of insertion. Rendering bill to an advertising agency at advertiser's written request shall not release advertiser in case of nonpayment by agency.
If advertiser fails or refuses to use total amount of contracted space or to perform or comply with contract terms in any respect, publisher may cancel the contract. In this event, advertiser shall pay for all advertising actually published up to and including the date of such cancellation at the higher rate.

COMMISSIONS

Commissions to all recognized agents 15% on all advertising billings covered by this rate card.
Cash Discounts 2% on net, if paid on or before 10th of month following insertion.
Invoices rendered last day of month for ads that appeared during the month.

SHIPPING INSTRUCTIONS

All printing material, copy, copy instructions, and layouts to Advertising Dept., **COMPUTERWORLD**, 14A Eliot St., Cambridge, Mass. 02138. (For Rush Copy or Art, phone or wire instructions together with all mailing information.)
Insertion orders, contracts and duplicate copy instructions to nearest sales office.

(RATE CARD NO. 1 IS PRINTED ON THE BACK COVER)

Advertise in Computerworld and...

☆ Benefit from immediate attention for your ad...ONLY FORTY-EIGHT HOURS between the closing date and receipt of COMPUTERWORLD by subscribers.

☆ Benefit from IMMEDIATE READERSHIP by 15,000 subscribers who hold key positions in the computer community and "pass-along" readership by many 1000's more.

☆ Benefit from COMPUTERWORLD's solid NEWS REPORTS & ANALYSES OF DIRECT INTEREST to people in the computer community. No bulky articles or other easily bypassed editorial sections. COMPUTER-WORLD offers the "live" impact of today's news today.

☆ Benefit from a circulation which reaches data processing installations with OVER 90% OF THE VALUE OF COMPUTER EQUIPMENT. Three years of detailed market research have gone behind the development of this circulation.

☆ Benefit from a CIRCULATION offering thorough coverage of computer manufacturers, service bureaus, software houses, and other service firms.

☆ Benefit from an ATTRACTIVE AD RATE STRUCTURE which allows maximum flexibility in designing your advertisement for excitement and impact. See last page for ad rate table.

Publication Schedule for Computerworld is:

Issue No.	Publication Date	Closing Date
1	June 21	June 19, 12:00 noon
☆ This issue will have over 5,000 extra copies distributed to registrants at the Data Processing Management Association Conference and Exposition in Boston, June 20-23.		
2	July 26	July 24, 12:00 noon
3	August 30	August 28, 12:00 noon
☆ This issue will have over 3,000 extra copies distributed to registrants at at the 1967 National ACM Conference, August 29-31 in Washington, D.C.		
4	September 6	Sept. 4, 12:00 noon
All subsequent issues have a publication date of Wednesday each week and close 12:00 Noon on the previous Monday.		

Please send insertion orders and advertising production materials to: COMPUTERWORLD Inc., 14A Eliot Street, Cambridge, Mass. 02138
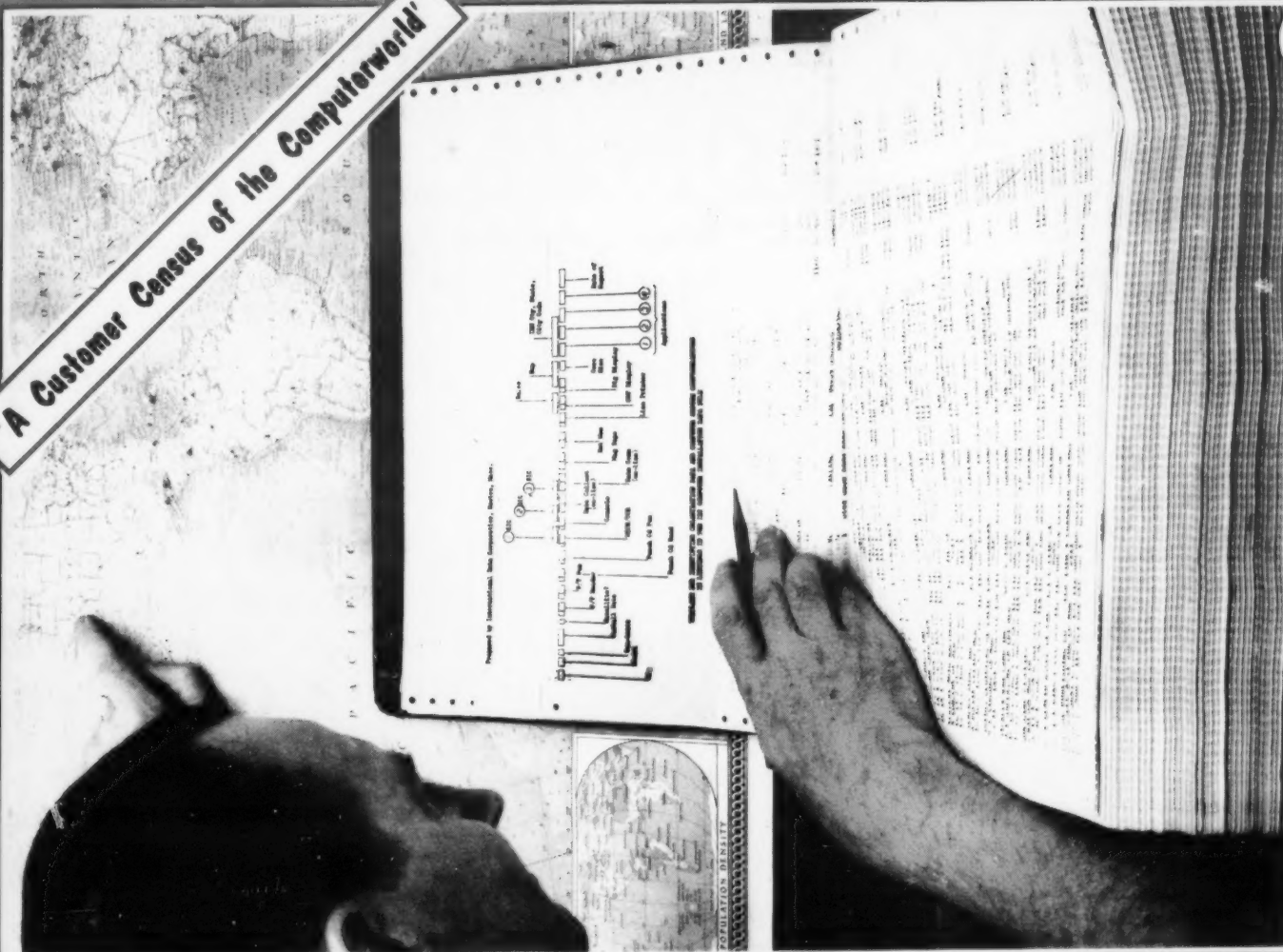
'A Customer Census of the Computerworld'

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1. COMPUTERWORLD Rate Card Number 1 — Effective June 1, 1967

A. Advertising rates and frequency discounts (all space to be used within 52 consecutive issues or 12 months)

Format (with sample dimensions)	Min. No of Insertions	Per Ad Cost
MAGAZINE-SIZE PAGE 7⅜" wide x 10¾" deep (150 lines x 4 cols.) 5⅝" wide x 14¼" deep (200 lines x 3 cols.) 10" wide x 8⅜" deep (120 lines x 5 cols.)	52.. 39.. 26.. 13.. 6.. 1..	$388.00 400.00 410.00 429.00 465.00 500.00
MINIMUM SPREAD Two facing magazine-size pages, or equivalent 600 lines per pg. x 2 = 1,200 lines 7⅜" wide x 10¾" deep (150 lines x 4 cols.) per pg. 5⅝" wide x 14¼" deep (200 lines x 3 cols.) per pg. 10" wide x 8⅜" deep (120 lines x 5 cols.) per pg.	52.. 39.. 26.. 13.. 6.. 1..	$750.00 774.00 792.00 828.00 898.00 965.00
24 Column Inches (or more) (336 lines or more) 4" x 12" 6" x 8"	52.. 39.. 26.. 13.. 6.. 1..	$202.00 205.00 211.00 221.00 279.00 336.00
6 Column Inches (or more) (84 lines or more) 1⅜" x 6" 4" x 3"	52.. 39.. 26.. 13.. 6.. 1..	53.00 55.00 56.00 58.00 72.00 84.00

Format (with sample dimensions)	Min. No of Insertions	Per Ad Cost
FULL NEWS PAGE 980 lines 10" wide x 14½" deep (204 lines x 5 cols.) Guarantees No Other Advertising On Page.	52.. 39.. 26.. 13.. 6.. 1..	$619.00 640.00 656.00 694.00 740.00 784.00
JUMBO SPREAD 1,020 lines per pg. x 2 = 2,040 lines 10" wide x 16½" per pg.	52.. 39.. 26.. 13.. 6.. 1..	$1,195.00 1,227.00 1,227.00 1,333.00 1,418.00 1,500.00
12 Column Inches (or more) (168 lines or more) 1⅜" x 12" 4" x 6"	52.. 39.. 26.. 13.. 6.. 1..	$104.00 107.00 110.00 114.00 142.00 168.00

B. Lineage Contracts (All Space to be Used in 52 Consecutive Issues or 12 Months)

Total Lines	Per Line
117,000 or more	$0.53
58,500 or more	0.56
29,250 or more	0.59
13,500 or more	0.62

Total Lines	Per Line
6,750 or more	0.65
3,375 or more	0.68
Full Page (1,020 lines) or more in one issue	0.70

Transient (Open) Rate $1.00 per Agate Line, or $14.00 per col.-inch. Minimum display ad accepted: 14 Agate Lines x 1 col. (One col.-inch)

Color
Color rates are in addition to earned black and white rates. Non-cancellable order required. 600-line minimum unit. Closing for color is 5 days prior to publication date. Mechanical specifications available. Run of book AAAA Color: $150.00 in addition to black and white rates. Other colors, as available: $350.00 in addition to black and white rates.

Special Positions
Ads of 600 lines or more guaranteed on a specific page (other than preferred positions) — earned line rate plus 10%.

Preferred Position
Back page of half-folded issue. Magazine size ad 7" x 10". Earned line rate plus 25%.

Inserts
Closing date for inserts is one week prior to publication date. Inserts sold on non-cancellable order only. For page sizes and rates, contact publisher.